MULTIMEDIA UNIVERSITY

STUDENT IDENTIFICATION NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2015/2016

BGO 3124 – GLOBAL OPERATIONS MANAGEMENT

(All Sections / Groups)

17 OCTOBER 2015
2.30 p.m. – 4.30 p.m.
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This Question paper consists of 2 pages with **FIVE** (5) questions only.

2. Answer any **FOUR** (4) questions only. The distribution of the marks for each question is given at the end of each question.

3. Please write all your answers in the answer booklet provided.

QUESTION 1

a) Describe **THREE** (3) key drivers responsible for the recent growth of global sourcing. (9 marks)

b) Why would a company choose to source raw materials, components, or other products or services from a foreign supplier? Elaborate **THREE** (3) reasons. (6 marks)

c) What are some of the primary concerns associated with sourcing from a foreign supplier? Highlight **FIVE** (5) points. (10 marks)

(Total: 25 marks)

QUESTION 2

a) Identify and explain the **THREE** (3) key factors that managers must consider when determining the most appropriate transportation mode. (6 marks)

b) Describe the **THREE** (3) modes of transportation and discuss how they compare in relation to the three factors identified in (a). (6 marks)

c) What factors complicate the international transportation of goods? How can a firm make the process more efficient? (13 marks)

(Total: 25 marks)

QUESTION 3

a) Compare the strategies of diversification versus concentration and provide examples of situations in which each would be used. (8 marks)

b) What is the relationship between a company's international market and its production location decisions? (6 marks)

c) How do firms benefit from the use of scanning techniques when making location decisions? (11 marks)

(Total: 25 marks)

QUESTION 4

a) Explain the difference between "multinational" and "domestic" firms. Provide an example for each. (9 marks)

b) Explain in detail the **FOUR** (4) driving forces of the globalization process. (16 marks)

(Total: 25 marks)

Continued...

QUESTION 5

a) Elaborate the **THREE** (3) basic principles of global logistics and operations management. Provide an example for each. (13 marks)

b) How does an international firm decide where to locate its manufacturing activities? Include in your answer a discussion of country factors, technological factors, and product factors. (12 marks)

(Total: 25 marks)

End of Page